

Message Text

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ACTION AF-10

INFO OCT-01 ISO-00 OES-07 EB-08 COME-00 INR-07 /033 W
-----030349 081251Z /46

O R 041557Z AUG 77
FM AMEMBASSY LAGOS
TO USIA WASHDC NIACT IMMEDIATE
INFO SECSTATE WASHDC 2707
AMEMBASSY KINSHASA

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USIAC

STATE FTR AF/W
KINSHASA FOR BARSKY

E.O. 11652: N/A
TAGS: N/A
SUBJECT: "SCIENCE AND TECHNOLOGY: PATHS TO PROGRESS" EXHIBIT LAGOS
INTERNATIONAL FAIR

REF: USIA 20728

1. POST IS PLEASED TO PUT INTO PERSPECTIVE OUR RATIONALE FOR THE
NEED FOR USIA PARTICIPATION IN FIRST LAGOS INTERNATIONAL TRADE
FAIR.
2. POST INTEREST IN PLACEMENT OF THIS EXHIBIT WITHIN TRADE
FAIR CONTEXT WAS AT NO TIME PREDICATED UPON SHORTAGE OF USDOC
PARTICIPATION. ITS IMPACT CONSIDERABLE WHETHER FEW OR MANY FIRMS
REPRESENTED. GIVEN EMERGENCE OF EXTENSIVE AMERICAN COMMERCIAL
PARTICIPATION IN FAIR, WE CONSIDER USIA EXHIBIT ON TECHNOLOGY
TRAH-
FER DOES NOT DUPLICATE BUT COMPLEMENTS, SYNTHESIZES AND
STRENGTHENS TOTAL US PRESENCE. IT FURTHER DEMONSTRATES USG
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AWARENESS OF NIGERIAN AND THIRD WORLD DESIRE FOR TECHNOLOGICAL
TRANSFER AND ACCENTS USG COMMITMENT TO MAKE AVAILABLE THE BEST
WE HAVE. USPA EXHIBIT DEALS NOT ONLY WITH INTERMEDIATE TECHNOLOGY
BUT SAMPLES THE SPECTRUM, INCLUDING A SOPHISTICATED ELECTRONIC
INFORMATION CENTER, SEVERAL SECTIONS OF SATELLITE SERVICES
AND DISPLAYS ON LARGE-SCALE US-AFRICAN COOPERATION ON THE
ING-SHABA POWER TRANSMISSION PROJECT IN ZAIRE AND THDNTCOM AERO

STAT BALLOON PROJECT IN NIGERIA. IT TIES IN WITH THE ADVANCED TECHNOLOGY OF US COMMERCIAL EXHIBITS AND EXPANDS AND REINFORCES THIS PRESENCE.

3. ORIGINAL CONCEPT OF FAIR PLANNERS PROVIDED FOR TWO INTERNATIONAL AREAS--ONE FOR COMMERCIAL EXHIBITS, THE OTHER FOR FOREIGN DISPLAYS. USIS LAGOS HAS CONTRACTED FOR EXHIBIT SITE IN LATTER AREA. THE CONCEPT OF SEPARATING NATIONAL PRESTIGE EXHIBITS FROM COMMERCIAL EXHIBIT AREAS HAS NOW BROKEN DOWN. USIA EXHIBIT LOCATION HAS AS IMMEDIATE NEIGHBORS BRAZILIAN AND ITALIAN SITES ON WHICH THOSE COUNTRIES WILL ERECT PAVILIONS. IN DISCUSSIONS WITH THEIR REPRESENTATIVES, WE INFORMED THAT THEIR PAVILIONS WILL HAVE MAJOR EMPHASIS ON COMMERCIAL PRODUCTS BUT THAT THEY EXPECT ALSO TO HAVE SMALL PORTION DEVOTED TO "NATIONAL IMAGE" SPACE. WE ALSO INFORMED THAT THE BRITISH PLAN TO HAVE LARGE OUTSIDE AREA WITH PAVILION IN WHICH BRITISH INFORMATION SERVICE TO MOUNT EXHIBIT.

4. GIVEN FACT THAT NIGERIA IS INFLUENTIAL AFRICAN AND THIRD WORLD LEADER AS WELL AS LARGEST BLACK AFRICAN TRADING PARTNER WITH U.S., WE BELIEVE AGENCY SHOULD NOT FOREGO THIS OPPORTUNITY TO PLACE THOUGHT-PROVOKING AND RELEVANT EXHIBIT HERE. WE RECOGNIZE THAT EXTRA EXPENDITURE REQUIRED BUT CONSIDER THIS UNIQUE OPPORTUNITY FOR POST TO REACH TARGET AUDIENCE "EN BLOC" THAT NO OTHER OCCASION WILL PROVIDE. WE KNOW THAT AGENCY HAS NO DOUBT THAT EXHIBIT ABLE STAND ON ITS OWN. WE SHARE THIS BELIEF, PARTICULARLY AFTER VISIT TO KINSHASA BY LIMITED OFFICIAL USE

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AIO/KING. AS CONSEQUENCE, WE FEEL EFFECTIVENESS OF EXHIBIT NEITHER IMPAIRED NOR REDUCED DUE TO PROXIMITY OF OTHER NATIONS COMMERCIAL PRESENCE. ITS ABSENCE WOULD CONSTITUTE GAP.

5. WE BELIEVE THAT THE CONCEPT OF THE EXHIBIT AS A "POLITICAL PRESENCE," WHEN COMBINED WITH OUR SUGGESTED COLLATERAL PROGRAM, TENTATIVELY ENTITLED "ALTERNATIVES IN TECHNOLOGY TRANSFER: IMPLICATIONS FOR NATIONAL PLANNING" PERFORMED IN A REGIONAL CONTEXT, SUPPLIES ANOTHER JUSTIFICATION FOR USIA PARTICIPATION AND WILL SUPPORT THE EVOLUTION OF U.S. RELATIONSHIP WITH NIGERIA AND OTHER DEVELOPING AFRICAN NATIONS WHICH IS CPM OBJECTIVE ONE.

6. HAVING SHARED OUR RATIONALE REGARDING PARTICIPATION, OUR RESPONSES TO PARA 5 OF REFTEL FOLLOWS:

A. ALTHOUGH USDOC PRESENCE IS INDEED SIGNIFICANT, THIS BY NO MEANS INELIMINATES ARGUMENT FOR A MORE POLITICAL EXHIBIT IN A COUNTRY WHERE U.S. POLITICAL INTERESTS ARE SO LARGE.

B. FAIR OFFICIALS HAVE INFORMED US THAT THEY ARE COUNTING HEAVILY ON OUR PRESENCE. A WITHDRAWAL AT THIS LATE DATE WOULD CERTAINLY ATTRACT ATTENTION, BUT IT IS VERY DIFFICULT TO ESTIMATE POSSIBLE REPERCUSSIONS.

C. GIVEN IMPORTANCE OF FAIR, SOLO SHOWING AT ANY OTHER LOCATION WOULD NOT BE EFFECTIVE GIVEN AUDIENCE THIS EXHIBIT SHOULD DRAW. COSTS WOULD BE AT LEAST AS HIGH AS FAIRGROUNDS WITH ONLY FRACTION OF AUDIENCE ATTENDING.

D. EXHIBIT POSSIBLY COULD BE SHOWN SOLO IN OTHER TIME FRAME, PROBABLY IN JANUARY 1978; HOWEVER, GIVEN SHIPPING SCHEDULE, THIS MIGHT IMPINGE ON ABIDJAN SCHEDULE. ALSO IN NEW TIME FRAME AUDIENCE WOULD UNDOUBTEDLY BE MUCH SMALLER AND POSSIBLY LESS SELECTED.

7. THIS RESPONSE HAS BDAN COORDINATED WITH OTHER APPROPRIATE ELEMENTS THROUGHOUT THE MISSION WHO CONCUR. ADDITIONALLY, THE AMBASSADOR, WHO IS PRESENTLY ON LEAVE IN THE UNITED STATES, HAS INDICATED HIS DESIRE THAT LAGOS NOT BE DELETED FROM THE PRESENT LIMITED OFFICIAL USE

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EXHIBIT SCHEDULE.

DECONTROL 8/4/78
LEWIS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS, TECHNOLOGICAL EXCHANGES
Control Number: n/a
Copy: SINGLE
Sent Date: 04-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: LAGOS
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19770897/aaaadere.tel
Line Count: 140
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Litigation Codes:
Litigation History:
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Review Exemptions: n/a
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TAGS: SCUL, NI, US
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